IN THE SPECIFICATION:

Page 5, please amend the paragraph beginning at line 24 as follows:

Fig. 3 shows an equivalent circuit of the active matrix liquid crystal display apparatus. At a starting time of the selection period, a potential for turning ON an active element 203 is applied to a ~~ling~~ line wiring 201 by a gate driver 196. A potential dependent on image data is applied to a column wiring 202 by a drain driver 107. A potential dependent on image data is applied to a pixel electrode 210 through the active element 203. A difference in potentials between the pixel electrode 210 and a common electrode 204 is charged to a liquid crystal 208 and a holding capacitor 205 connected in parallel. At an end time of the selection period, a potential for turning OFF the active element 203 is applied to the line wiring 201, completing the writing. The charging of the liquid crystal 208 and the holding capacitor 205 is finished within a very short time compared with an optical response of the liquid crystal. In this case, a light transmissivity exhibited by the liquid crystal 208 corresponds to an absolute value of an applied voltage, not dependent on polarity of the voltage.

Page 6, please amend the paragraph beginning at line 17 as follows:

Now, description is made of flickers and polarity of an applied voltage by referring to Figs. 4A to 4D. It is generally known that liquid crystal property is deteriorated when a DC voltage is applied. In the case of image data supplied to a liquid crystal of a given pixel, normally, its polarity must be reversed at least for each frame. A transmissivity of the liquid crystal is decided by a size of an applied voltage, not dependent on its polarity. However, in the case of driving by using the active element, because of effects of parasitic capacitance of the active element or a leakage current in an OFF state of the active element, even if a potential is supplied from the data driver to apply a voltage of an equal size to the common electrode 204,

slight deviation occurs in a value of a voltage actually applied to the liquid crystal. Consequently, because of a difference in luminance between positive and negative polarities ~~eve~~ even in the same image data, flickers are recognized at a frequency of ~~abut~~ about 60Hz. For suppressing flickers, there are a method of increasing a frame frequency, and reversing positive and negative polarities at a frequency, at which human eyes cannot recognize a luminance difference between the positive and negative polarities, a method of preventing flickers from being recognized by human eyes by spatially dispersing pixels written at positive and negative polarities so as to average luminance differences, a method of using only a single polarity for displaying by lighting an illumination light source only at one of positive and negative polarities, at which writing is displayed. Conventionally, because of limited driving capabilities of the gate driver and the data driver, and in order to prevent a reduction in luminance caused by single polarity displaying, especially in the case of a large liquid crystal display apparatus, the method of spatially dispersing writing polarities has mainly been used. Figs. 4A to 4D show polarities of image data written in pixels. Specifically, Fig. 4A shows a driving system for reversing polarities for each frame without spatially dispersing polarities of an applied voltage, which is called frame reversal driving; Fig. 4B a driving system for reversing polarities of an applied voltage for each line, and then reversing the polarities for each frame, which is called each-line reversal driving; Fig. 4C a driving system for reversing polarities of an applied voltage for each column, and then reversing the polarities for each frame, which is called each-column reversal driving; and Fig. 4D a driving system for reversing polarities of an applied voltage for each line and column, and then reversing the polarities for each frame, which is called dot reversal driving.

Page 8, please amend the paragraph beginning at line 14 as follows:

The frame reversal driving shown in Fig. 4A is designed to write image data of similar polarities on a full screen surface, and advantageous in that a potential outputted by the data driver in a given frame can always bet set equal to that of a common electrode, and a low withstand pressure data driver cab be used by combining the system ~~wit~~ with a common AC driving system for changing a potential of the common electrode 204 according to a writing polarity. However, when polarities of a displayed image made visible are simply reversed for each frame at a frame frequency of 60Hz, flicker may be recognized because of a difference in writing characteristics between the positive and negative polarities.

Page 28, please amend the paragraph beginning at line 12 as follows:

In the ~~descried~~ described case, the selection time of the positive polarity writing, i.e., the second writing period, is set to 1/2 of that of the first writing period, in other words, a shift clock frequency of the gate driver is increased twice. However, since periods of positive-polarity displaying and negative-polarity displaying from a stating time of negative-polarity displaying to next present writing can be set equal to each other in all display areas, in-frame AC driving can be achieved in the embodiment of performing preset writing substantially simultaneously on the full surface of the screen. By the achievement of the in-frame AC driving, even in the case of high-speed motion image, it is possible to display a motion image having no residual images or tailing without any accumulation of DC components in the pixel.